

Maria Cruz

Project Manager

Passionate about the digital world and social networks,
I'm a creative and innovative manager.

Informations

- +123-456-7890
- hello@reallygreatsite.com
- www.reallygreatsite.com
- 123 Anywhere Street., Any City

Skills

- Social media strategies
- Visual content creation
- Research and ads
- Data analysis and reporting
- Trends analysis

Education

Master's Degree

September 2016 - June 2019

Courses focusing on digital marketing, online community management, and consumer psychology in the context of social networks, such as:

- Advanced Digital Marketing Strategies: Explored advanced techniques for optimizing online campaigns, leveraging data analytics for targeted outreach, and maximizing ROI.
- Strategic Community Engagement: Studied effective methods for fostering online communities, building brand loyalty, and resolving conflicts to enhance user satisfaction.

Experience

Head of Social Media

January 2022 - Present

- Development and implementation of a comprehensive social media strategy that led to a 300% increase in the number of subscribers in six months.
- Creation of original and impactful content, including videos, infographics and blog posts, generating a 200% increase in user engagement.
- Collaborated with cross-functional teams to analyze key performance metrics, identify trends, and refine the social media strategy, resulting in a sustained growth rate and improved audience targeting.

Social Media Specialist

March 2020 - December 2021

- Created and implemented a viral campaign that generated over 1 million organic views on TikTok in one week.
- Worked closely with the design team to create a steady stream of compelling visuals, contributing to a 250% increase in interactions.
- Conducted competitive research and market analysis to stay current with industry trends, allowing for the timely integration of innovative approaches into the social media strategy and maintaining a competitive edge.